





BRYSON ELDER

INNOVATIVE MARKETING EXECUTIVE

CONTACT INFO

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EDUCATION

B.A.
Bachelor of General Studies,
Business, Psychology
University of Texas at
Arlington
Arlington, TX

SKILLS

Growth Marketing
Performance Marketing
Lifecycle Marketing
AI Powered Personalization
Full-Funnel Global Marketing
Customer Acquisition
Strategies
Budget Management &
Allocation
Google Ads Certified
Google Analytics Certified
Meta Ads Certified
Marketing Segmentation
Email Marketing
A/B Testing & Data Driven
Decision Making
Leadership & Team Building
Social Media Marketing
Customer Retention
Marketing Team Development

SUMMARY

Visionary and results-driven digital strategy and performance marketing executive with over 15 years of experience leading transformative marketing initiatives across B2B and B2C sectors. Proven success in developing and executing full-funnel global marketing strategies that drive acquisition, engagement, retention, and customer health. Expertise in leveraging AI-powered personalization, multi-channel approaches, and data-driven decision-making to achieve substantial revenue growth. Strong leader skilled in building high-performing teams, optimizing customer journeys, and aligning marketing strategies with business objectives to deliver exceptional outcomes in fast-paced, global environments.

PROFESSIONAL EXPERIENCE

Vice President, Growth Marketing

Vurvey

Feb 2023 - current / Cincinnati, OH

- Led the development and execution of a comprehensive digital strategy, resulting in a 200% increase in user acquisition within two months for a SaaS startup.
- Orchestrated B2B marketing efforts, driving \$12M in annual revenue on a \$1M budget through AI-powered personalization and multi-channel strategies.
- Implemented a data-driven approach to customer segmentation and funnel optimization, boosting engagement by 400% and achieving a 111% increase in revenue.
- Developed and executed product marketing strategies focused on enhancing the customer journey and improving retention across the full buyer lifecycle

Vice President, Performance Marketing

JPA Health

Jan 2022 - Feb 2023 / Washington, DC

- Established a digital performance marketing center of excellence, increasing client contracts from 12% to 38% within six months
- Implemented advanced lifecycle marketing and CRM strategies, enhancing customer acquisition efforts and boosting SQL flow by 125%
- Launched high-margin services such as Conversion Rate Optimization (CRO) and CRM, contributing 10% of the agency's total revenue.

- Managed performance media budget, overseeing strategic allocation and channel development to support full-funnel marketing strategies.

Senior Director, Growth Marketing

Filmsupply & Musicbed

Jan 2020 - Jan 2022 / Ft. Worth, TX

- Spearheaded a growth marketing strategy that grew company revenue from \$10M to \$48M in under two years, driving a 481% increase in gross revenue through targeted digital campaigns.
- Leveraged SEO and content optimization to boost organic search traffic, while utilizing AI-powered tools to deliver personalized recommendations, leading to a 40% decrease in customer acquisition costs.
- Reduced cost-per-SQL by 19% and improved lead-to-conversion rates through meticulous A/B testing and funnel optimization.
- Implemented data analytics and science techniques to inform marketing strategies and optimization frameworks across paid search, display advertising, email, and social media

Vice President, Performance Marketing

Advantix Digital

Jan 2018 - Dec 2019 / Addison, TX

- Grew monthly recurring revenue by 401% by developing a segmented B2B marketing strategy and optimizing the performance marketing funnel across multiple channels.
- Introduced Connected TV and performance-based marketing services, contributing 40% of total revenue in 2019.
- Led cross-functional teams to align marketing strategies with business goals, resulting in a 23% increase in annual recurring revenue (ARR).

Vice President, Performance Marketing

ROI Mantra

Sep 2014 - Jan 2018 / Dallas, TX

- Increased y/y same clients' recurring revenue ('15 to '16) by 213% through the strategic implementation of performance marketing strategies.
- Led the implementation of growth-based digital marketing strategies for priority clients, resulting in 100% tier 1 client retention in q2, q3, and q4 2017.
- Invited as a speaker for the "Profit-Driven Growth Marketing" SMB symposium at Google's NYC HQ as a result of spearheading the agency-wide paid search approach.
- Led performance marketing team to three straight years of beating the company's same client revenue goals (+15%, +31% & +112%) in '15, '16 & '17.
- Promoted at both the manager and director level.

Marketing Consultant

Dallas Morning News

Sep 2012 - Sep 2014 / Dallas, TX

- Negotiated the largest digital marketing contract in the agency's history, ACV of \$8 million, earning President's Club recognition